

The Ugly Fruit Revolution

VOCABULARY WORDS

1. imperfect (adj) /im-PER-fekt/: not perfect in shape, size, or appearance
Example Sentence: The shop sells imperfect apples at a lower price.
2. waste (noun) /WAYST/: the careless use or loss of something useful
Example Sentence: Buying only what we need can reduce food waste.
3. surplus (noun) /SUR-plus/: more of something than is needed
Example Sentence: The farm donated its surplus vegetables to a shelter.
4. cosmetic (adj) /koz-MET-ik/: connected with appearance rather than quality
Example Sentence: The small mark was only a cosmetic problem.
5. retailer (noun) /REE-tail-er/: a business that sells products directly to customers
Example Sentence: The retailer gave shoppers more choices at the weekend.



Many supermarkets choose fruit that looks perfect. Apples with small marks or unusual shapes may never reach the shelves. Farmers can leave this produce in the field, feed it to animals, or sell it cheaply. The fruit is usually safe to eat, but its appearance can affect its price. This system creates a surprising amount of food waste.

Some retailers are now selling imperfect fruit in special boxes. They may use funny names such as "funny fruit" to make customers curious. Lower prices can help families buy more fresh food. Restaurants also use unusual vegetables in soups, sauces, and smoothies. These choices show that taste and safety may matter more than a perfect shape.

Schools and local groups are joining the movement too. They can hold tasting events, teach children about farming, and share simple recipes. A phone app can connect farmers with people who want cheap surplus food. Social media can also make unusual fruit look interesting instead of embarrassing. These actions can change habits, but they need regular support.

The movement still has limits. Retailers must check that food is fresh, and farmers need fair payment for their work. Some shoppers may accept a strange apple but reject damaged food that looks unsafe. The best solution is not to remove quality standards, but to make the standards more realistic. A good food system should value flavor, safety, and the people who produce the food.

DISCUSSION QUESTIONS

1. If you managed a supermarket, how would you introduce imperfect fruit without making it look like second-rate food?
2. Would you choose a cheaper unusual apple or a more expensive perfect apple? Explain your decision.
3. What could schools do with fruit that shops do not want to sell?
4. Who should carry more responsibility for food waste: farmers, retailers, or shoppers?
5. Design a short social media slogan that makes imperfect fruit attractive.
6. What food do people in your area often throw away, and how could they use it again?
7. Should governments give rewards to businesses that sell surplus food? Why or why not?